

Message Text

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FM AMEMBASSY PRETORIA

TO SECSTATE WASHDC 3523

INFO AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMEMBASSY GABORONE

AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

UNCLAS PRETORIA 5015

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJ: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE FOR
EASTERN AND SOUTHERN AFRICA

REF: (A) USDOC 18573 (B) JOHANNESBURG 1971

1. EMBASSY HAS REVIEWED PROPOSED FY77 TRADE PROMOTION SCHEDULE (REF A)

WITH CONSTITUENT POSTS.

2. JOHANNESBURG HAS PROVIDED PRELIMINARY MARKET DATA (REF B,) BEING
REPEATED TO DEPT). WE WOULD ADD ONLY THAT MARKET PROSPECTS FOR ALL
CATEGORIES SOMEWHAT DIMMED BY RECENT DEVALUATIONS OF RAND, WHICH NOW
QUOTED AT APPROXIMATELY \$1.15 AS AGAINST \$1.47 PRIOR TO JUNE,1975.
OTHERWISE WE AGREE WITH JOHANNESBURG'S ANALYSIS.

3. OUR MAIN CONCERN IS IMPACT ON CRAG WORK PROGRAM. THIS IS NOT TOO
SERIOUS FOR RELATIVELY LARGE STAFF IN JOHANNESBURG BUT CAPE TOWN MUST
OPERATE WITH ONE OFFICER AND ONE FSL, AND DURBAN WITH ONE OFFICER WHO
CAN DEVOTE ONLY PART OF HIS TIME TO E/C WORK AND ONE FSL. THIS
MAKES IT ESSENTIAL THAT FOR EACH OF THESE EVENTS THERE BE AN
INDUSTRY EXPERT WHO CAN WORK WITH THE POSTS IN COMPILING
AGENT/DISTRIBUTION LISTS AND DETAILED MARKET ANALYSES AND WHO CAN
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GIVE INFORMED ANSWERS TO VISITORS' QUESTIONS. WE THEREFORE ENDORSE

JOHANNESBURG'S SUGGESTION (REF B) THAT DOC CONSIDER SENDING
INDUSTRY EXPERT, I.E. CONVERTING PRODUCT LITERATURE DISPLAYS
TO CATALOGUE SHOWS.

4. WE ALSO SUGGEST THAT MEMBERS OF TRADE MISSIONS TO
NEIGHBORING COUNTRIES BE INCOURAGED TO VISIT SOUTH AFRICA IN THEIR
INDIVIDUAL CAPACITIES. THE APPROPRIATE MISSIONS SOULD SEEM TO BE:

(A) COMMERCIAL FISHING- TO CAPE TOWN AND DURBAN

(B) ENERGY SYSTEMS - TO JOHANNESBURG

(C) MATERIALS HANDLING - TO ALL THREE CITIES

(D) HEALTH CARE INDUSTRIES- TO ALL THREE CITIES

STAFFING IN CAPE TOWN AND DURBAN WOULD ALSO POSE A PROBLEM HERE AND
LEVEL OF SUPPORT WOULD HAVE TO BE CLEARLY DEFINED. ADVANCE MARKET
RESEARCH OR OTHER ACTIVITIES REQUIRING CONSIDERABLE OUTSIDE EFFORT
WOULD EXCEED THE RESOURCES OF CAPE TOWN AND DURBAN COMMENT: PERSONNEL
OF MISSIONS (A) ON AGRI BUSINESS AND (B) CONSTRUCTION AND BUILDING AS
SUGGESTED REFTEL (B) WOULD SEEM MORE APPROPRIATE FOR BLS STATES BUT
WE DEFER TO EMBASSIES MASERU, MBABANE AND GABORONE ON THESE MISSIONS.
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